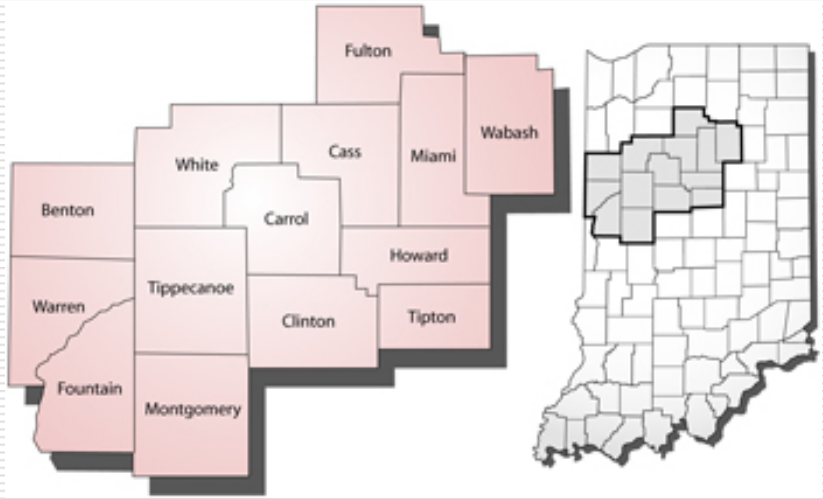
IndianaWired

Workforce Innovation in Regional Economic Development • TALENT DRIVING PROSPERITY

Using Information to Define our Needs, Identify our Assets, and Inform our Strategies in North Central Indiana



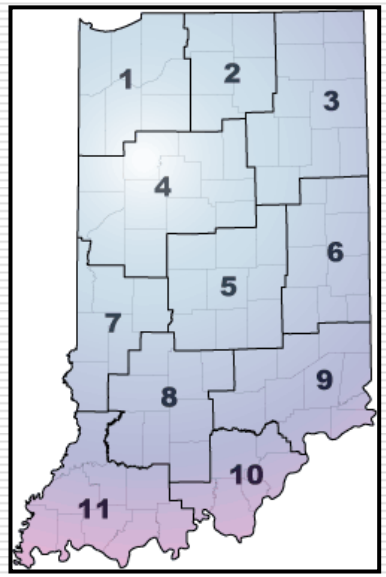
Workforce Information Driving Regional Economies

Oakbrook, Illinois

June 19, 2007

How Data Helped Define Our Region

- **IDWD's newly configured Economic Growth Regions (EGR)**
  - Quantitative
    - Commuting patterns
    - Laborsheds
  - Qualitative
    - Value and supply chain connections
    - Partnership activities
    - Institutions
    - Local knowledge



- **WIRED Region is EGR 4+2**
  - Added two because of Federal Economic Development District

Defining the Region – the data doesn't tell the whole story

- **Challenges related to regional identity**
  - Rural/Urban
  - East/West
  - 800 lb gorillas

How Data Helped Communicate Our Needs

- Manufacturing employment is over 19% (30% in Kokomo) and accounts for over 40% of its payroll
- The age category of 45-64 will see a significant increase, more than 20,000 people by 2015, and the population category 65+ will increase by more than 5,000 in the next 10 years
- The regional average B.A. attainment level is 18.7% compared to the national average of 24.4%
- Low postsecondary education rates among mature workers, nearly 50% lower in B.A. attainment compared with the rest of the nation, as well as lower Associate Degree attainment levels

How Data Helped Communicate Our Needs

*Our WIRED proposal was the **LAST** time we talked about our **needs**. We are now focused on our **assets**.*

How Data Helped Identify Our Assets

- Industry Cluster Analysis
- Social Network Analysis
- Entrepreneurship Asset Mapping
- Institutional Asset Mapping
- Business Retention & Expansion

Industry Cluster Analysis - 1

We looked at 17 Clusters and 6 Sub-Clusters

1. Advanced Materials
2. Agribusiness, Food Processing and Technology
3. Arts, Entertainment, Recreation and Visitor Industries
4. Biomedical/Biotechnical (Life Sciences)
5. Business and Financial Services
6. Chemicals and Chemical-Based Products

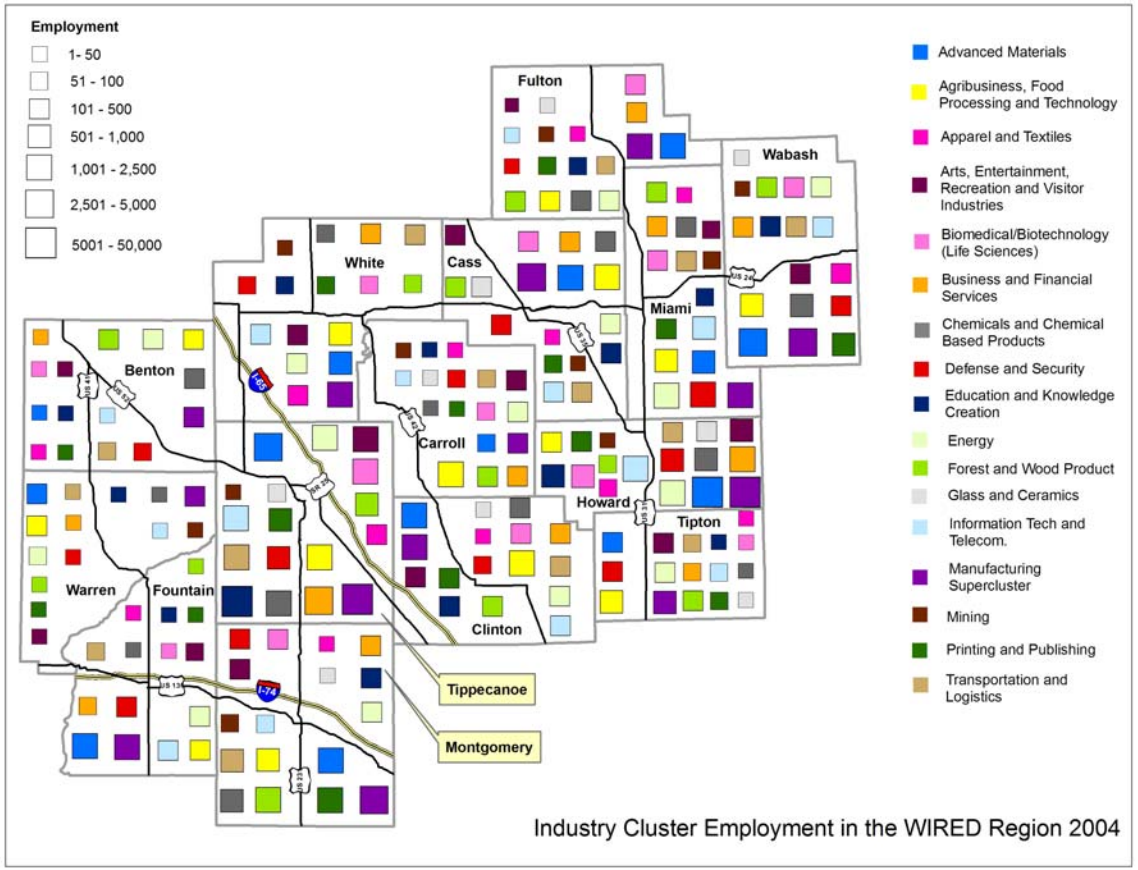
Industry Cluster Analysis - 2

7. Defense and Security
8. Education and Knowledge Creation
9. Energy (Fossil and Renewable)
10. Forest and Wood Products
11. Glass and Ceramics
12. Information Technology and Telecommunications
13. Transportation and Logistics
14. Manufacturing Supercluster (6 subclusters)
    - Primary Metal Manufacturing
    - Fabricated Metal Product Manufacturing
    - Machinery Manufacturing
    - Computer and Electronic Products Manufacturing
    - Electrical Equipment, Appliance and Component Manufacturing
    - Transportation Equipment Manufacturing

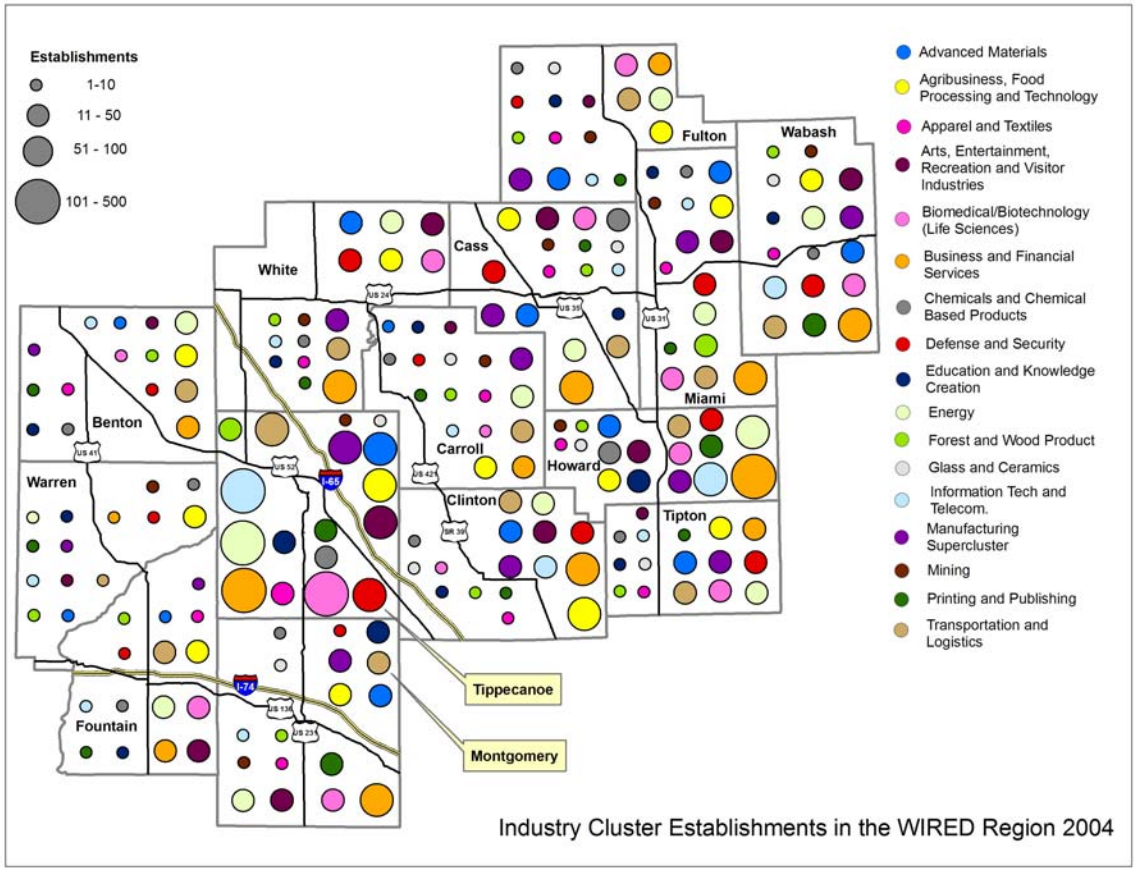
Industry Cluster Analysis - 3

15. Mining
16. Apparel and Textiles
17. Printing and Publishing

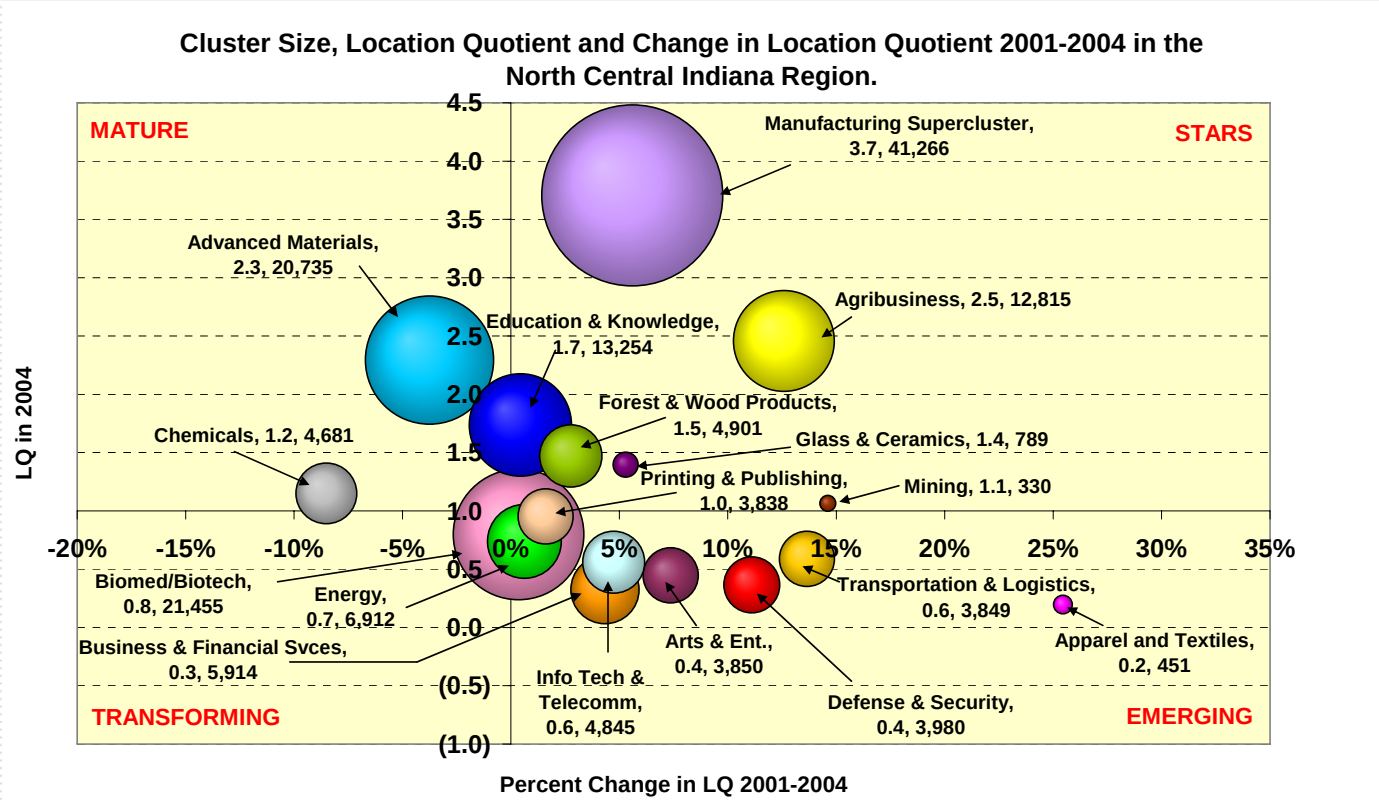
Industry Cluster Analysis - 4



Industry Cluster Analysis - 5



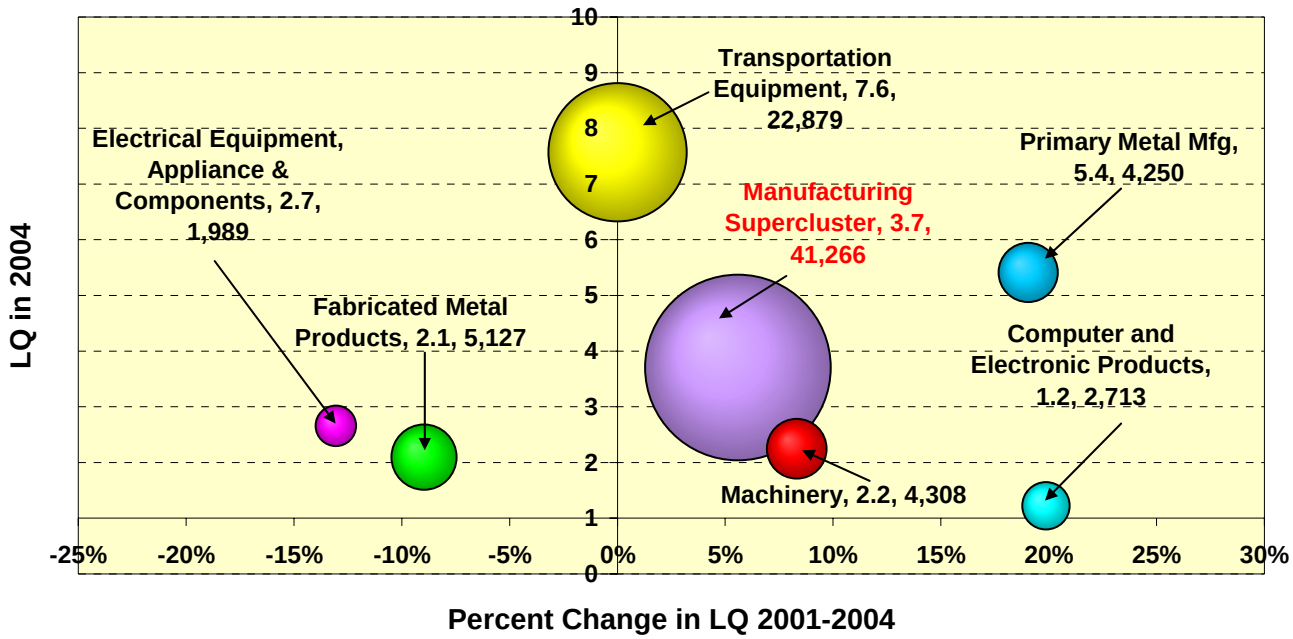
Industry Cluster Analysis - 6



Source: PCRD using CEW data provided by the Indiana Business Research Center (IBRC)
Note: The first number under the cluster name is the Location Quotient, the second number is total cluster employment

Industry Cluster Analysis - 7

The Manufacturing Supercluster and Subclusters in the North Central Indiana Region: Cluster Size, Location Quotient and Percent Change in Location Quotient 2001-2004

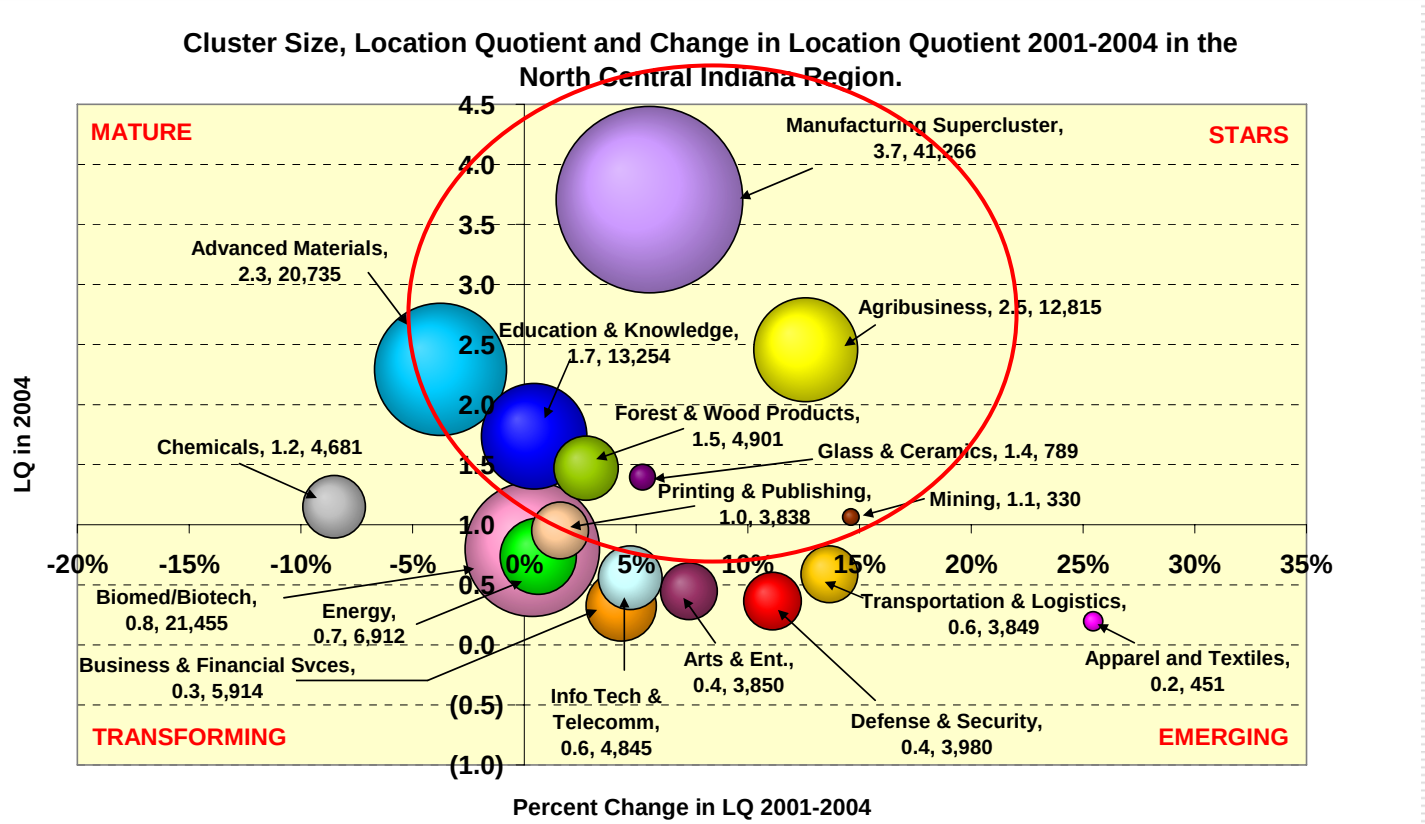


Source: PCRD using CEW data provided by the Indiana Business Research Center (IBRC)
Note: The first number under the cluster name is the Location Quotient, the second number is total cluster employment

How Data Helped Craft Our Transformation Strategies

- Creating Globally Competitive Industry Clusters
- Building an Entrepreneurship Super-Region
- Developing 21st Century Talent
- Weaving a Supportive Civic Network

Example: Creating Globally Competitive Industry Clusters



Source: PCRD using CEW data provided by the Indiana Business Research Center (IBRC)
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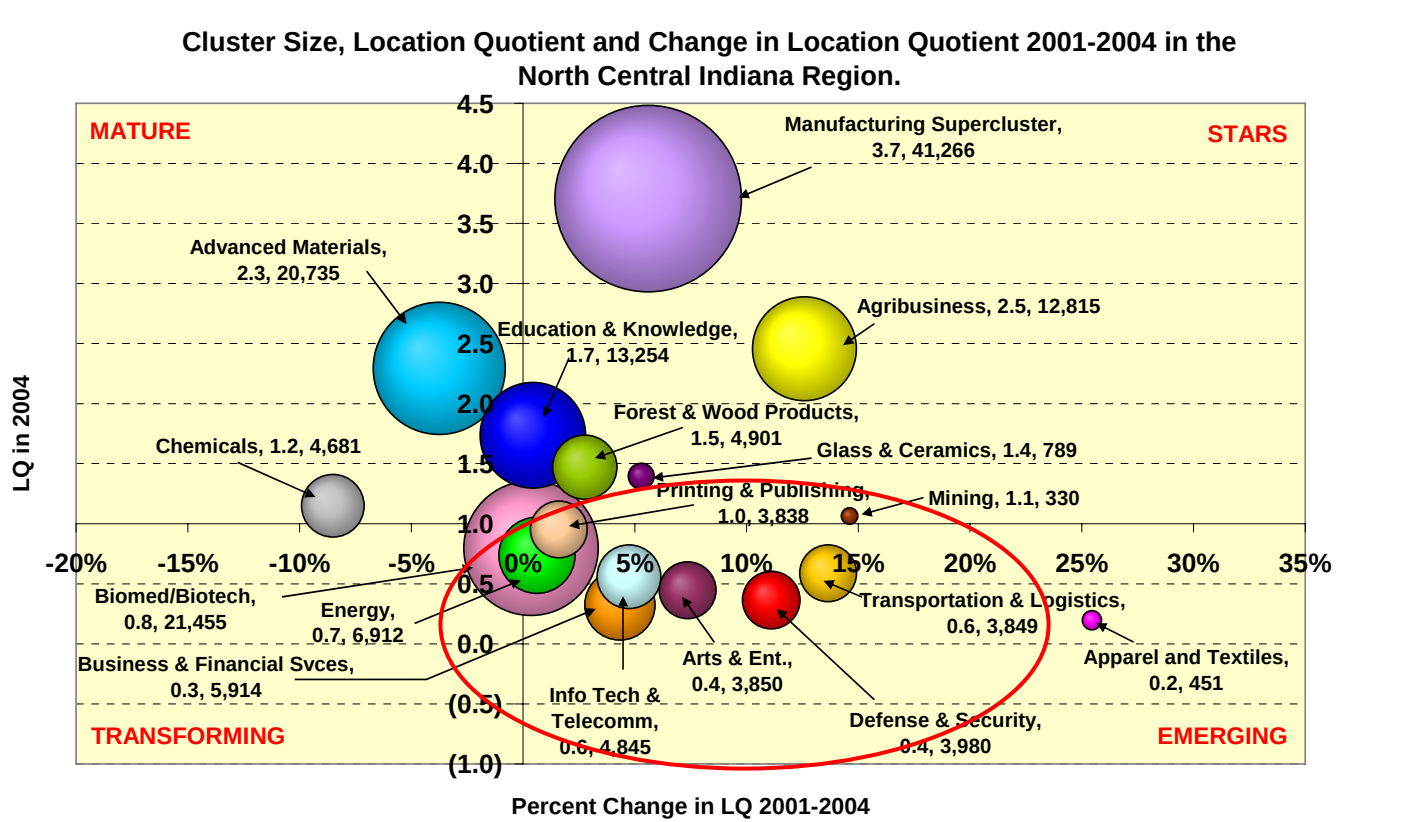
Example: Building an Entrepreneurship Super-Region



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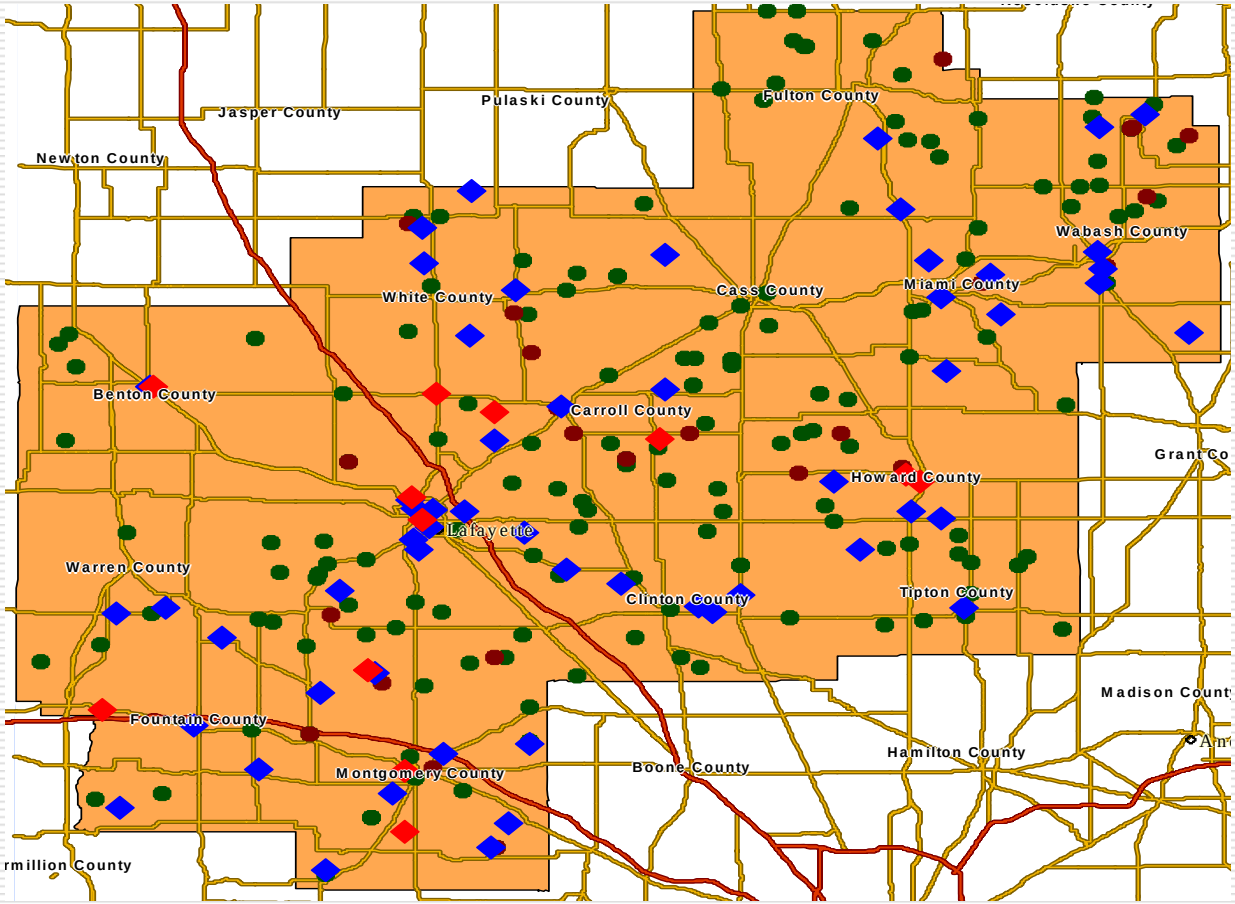
Example: Supply Chain-Based Skills Development - 1

- Define the Agribusiness Supply Chain
- Build a network of firms in the supply chain
- Develop skills training at every level of the supply chain

Example: Supply Chain-Based Skills Development - 2



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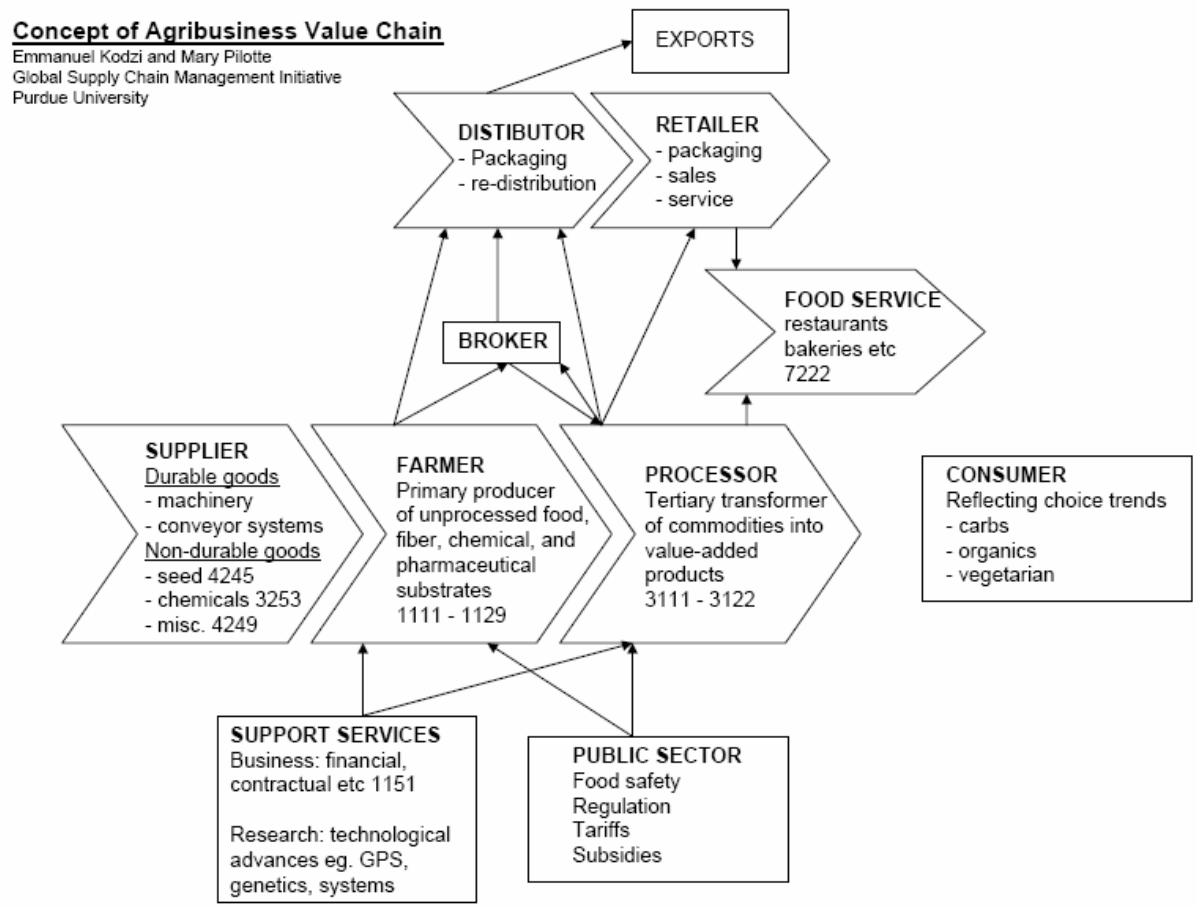
Example: Supply Chain-Based Skills Development - 3

- Input / output
- Network dynamics
- Externalities
- Competitiveness

Example: Supply Chain-Based Skills Development - 4



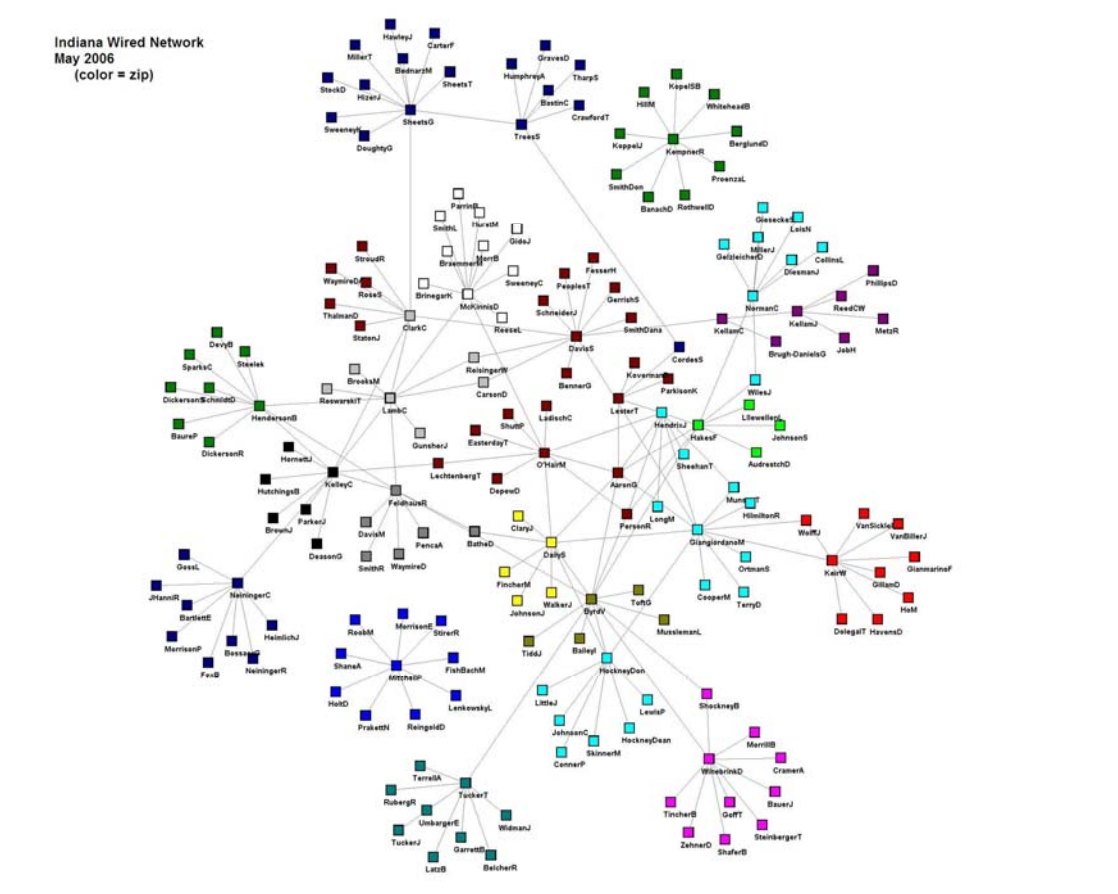
Other Data Tools

- WITS
- EMSI
- PCRD Rural Innovation Project
- GIS
- Executive Pulse – BR&E
- InFlow - Social Network Analysis

Example: Social Network Analysis - 1

- With whom do you share new ideas?
- From whom do you seek advice?
- To whom do you provide guidance and mentoring?

Example: Social Network Analysis - 2



References

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- EMSI - www.economicmodeling.com
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- PCRD – www.purdue.edu/pcrd
- PCRD Blog – www.pcrd.typepad.com
- *Unlocking Rural Competitiveness* - www.ibrc.indiana.edu/innovation

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